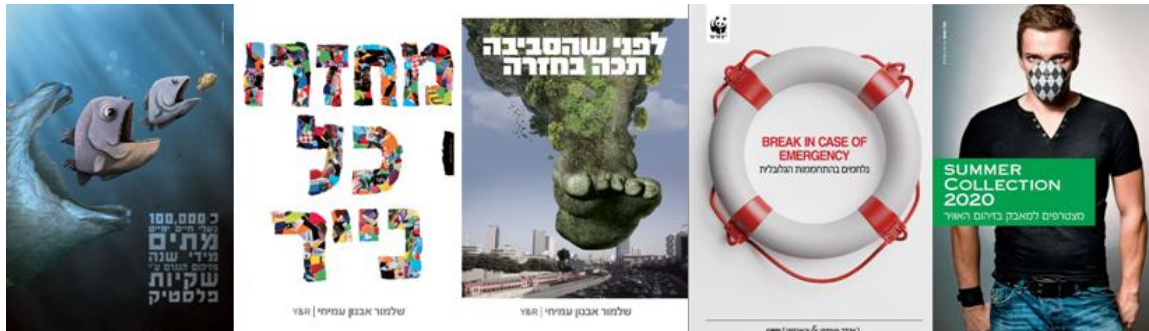


## ISRAEL: FOLLOWING THE INITIATIVE OF JCDECAUX ISRAEL, THE COUNTRY'S PRINCIPAL ADVERTISING AGENCIES JOIN FORCES TO PROMOTE ENVIRONMENTAL PROTECTION



To promote environmental protection, JCDecaux Israel invited the country's largest advertising agencies to focus their creative energies on the environmentally related theme they felt most strongly about. This inspired an approach to environmental protection from a variety of different angles such as global warming, air pollution, recycling and measures taken to save paper... all illustrated by imaginative visuals that, together, created a unique billboard campaign on the streets of Tel Aviv.

For example, by highlighting the sentence "printing on both sides of a page cuts paper consumption by 50%" on the back of a previously used poster, the Gitam BBDO agency illustrated the need to reduce our consumption of paper.

During the day, the sentence was displayed against a white background; in the evening, the illustration printed on the reverse side of the sheet became visible through the paper thanks to the back-illuminated display, highlighting the fact that both sides of the poster had been used.

This campaign bringing together six different agencies was displayed on 200 advertising panels throughout Tel Aviv from January 20 to 30, 2011.